



The following appendix displays the questionnaire that was used for the study.

2006 MOUNTAIN VIEW RESIDENT SURVEY

Hello, my name is _____ and I'm calling on behalf of GRA, a public opinion research firm. We're conducting a survey concerning some important issues for residents in your area, and we would like to get your opinion. It should just take a few minutes of your time.

(IF NEEDED): This is a study about issues of importance to residents in your area. This is only a survey and I am not selling anything.

We are trying to obtain a representative cross-section of respondents from within your community in terms of their gender and age. For statistical reasons, I would like to speak to the youngest male currently at home that is at least 17 years of age. (IF NO MALE AT LEAST 17 AVAILABLE, THEN ASK):

OK, then I'd like to speak to the youngest female currently at home that is at least 17 years of age. (IF NO FEMALE AT LEAST 17 AVAILABLE, THEN ASK FOR CALLBACK TIME)

i. Do you live in the City of Mountain View?

Yes -----	1	(CONTINUE)
No -----	2	(TERMINATE)
No answer/Prefer not to say -----	3	(TERMINATE)

1. How many years have you lived in the City of Mountain View?

1 year or less -----	1
2 to 3 years -----	2
4 to 5 years -----	3
6 to 9 years -----	4
10 to 15 years -----	5
16 to 20 years -----	6
21 to 25 years -----	7
26 or more years -----	8
(DON'T READ) No answer/Refused -----	9

I'd like to begin by getting your overall opinion of living in Mountain View.

2. Generally speaking, are you satisfied or dissatisfied with the quality of life in Mountain View?
(GET ANSWER, THEN ASK): Is that very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?

Very satisfied -----	1
Somewhat satisfied -----	2
Somewhat dissatisfied -----	3
Very dissatisfied -----	4
(DON'T READ) Don't Know/No answer -----	5

3. In your opinion, what are the top issues facing the City of Mountain View? Please name **up to two** issues.
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4. Next, I'm going to read you a list of current and potential city services. For each, please tell me whether you think it is important to you as a resident of Mountain View.

Here is the first/next (READ FROM LIST BELOW): _____. Is that important to you? (IF "YES"): Is that very important or somewhat important?

RANDOMIZE	Very Important	Somewhat Important	Not Important	(DON'T READ) DK/NA
A. Increasing recreation program offerings-----	1	2	3	4
B. Acquiring or building additional neighborhood parks	1	2	3	4
C. Conducting transactions with the City via the Internet, such as paying for a recreation program or utility bill-----	1	2	3	4
D. Having weekly, as opposed to biweekly, recycling services -----	1	2	3	4
E. Having City facilities use more environmentally friendly technologies, like solar power, hybrid cars, recycled building materials and office supplies -----	1	2	3	4
F. Enforcing codes and guidelines for quality and safe developments in Mountain View-----	1	2	3	4
G. Maintaining a strong local economy -----	1	2	3	4
H. Maintaining a strong financial base to fund City programs and services -----	1	2	3	4
I. Preserving character of existing neighborhoods ----	1	2	3	4
J. Providing affordable housing-----	1	2	3	4
K. Keeping public places in the City safe from crime ---	1	2	3	4

5. Generally speaking, are you satisfied or dissatisfied with the job the City of Mountain View is doing to provide city services? (GET ANSWER, THEN ASK): Is that very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?

Very satisfied -----1
 Somewhat satisfied -----2
 Somewhat dissatisfied -----3
 Very dissatisfied -----4
 (DON'T READ) Don't know/No answer -----5

6. Let's talk about some specific city programs. For each program that I'll read to you, please tell me whether you are generally satisfied or dissatisfied with the City's performance in this area.

Here's the first (READ FROM LIST BELOW): _____. Are you satisfied or dissatisfied with the city's performance in this area. (GET ANSWER, THEN ASK): Is that very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?

RANDOMIZE	Very Satisfied	Smwht. Satisfied	Smwht. Dissat.	Very Dissat.	(DON'T READ) DK/NA
A. Recreation programs -----	1	2	3	4	5
B. Park facilities -----	1	2	3	4	5
C. Library services -----	1	2	3	4	5
D. Police services -----	1	2	3	4	5
E. Fire protection and paramedic services -----	1	2	3	4	5
F. Traffic flow measures -----	1	2	3	4	5
G. Enforcing regulation to keep neighborhoods clean, such as trash cleanup and removal of abandoned vehicles -----	1	2	3	4	5
H. Enforcing code and guidelines for quality and safety in city developments -----	1	2	3	4	5
I. Maintaining a strong local economy -----	1	2	3	4	5
J. Maintaining a strong financial base to provide City programs and services to residents -----	1	2	3	4	5
K. Land use regulations -----	1	2	3	4	5
L. Street and sidewalk maintenance efforts -----	1	2	3	4	5
M. Water and sewer services -----	1	2	3	4	5

(ROTATE THE NEXT SECTIONS ON "AFFORDABLE HOUSING," "CASTRO STREET/DOWNTOWN," "CUESTA PARK ANNEX," "TRAFFIC CONDITIONS AND PEDESTRIAN SAFETY," AND "PUBLIC TRANSPORTATION.")

Affordable Housing

Next, I'd like to ask you for your opinion about housing in Mountain View.

7. In your opinion, do we have enough housing in the City of Mountain View? (IF ANSWER IS "NO," ASK): How much more do we need, substantially more or somewhat more?

Enough -----1
Somewhat more needed -----2
Substantially more needed -----3
(DON'T READ) Don't Know/No answer -----4

8. In your opinion, does the City have enough **affordable** housing? (IF ANSWER IS "NO," ASK): How much more do we need, substantially more or somewhat more?

Enough -----1
Somewhat more needed -----2
Substantially more needed -----3
(DON'T READ) Don't Know/No answer -----4

9. There are different options for providing affordable housing. I'll read you some of these options. For each, please tell me whether you support it or not.

Here's the first (READ FROM LIST BELOW): _____. Do you support this option to provide affordable housing? (GET ANSWER, THEN ASK): Is that definitely (yes/no) or probably (yes/no)?

RANDOMIZE	Definitely <u>Yes</u>	Probably <u>Yes</u>	Probably <u>No</u>	Definitely <u>No</u>	(DON'T READ) DK/NA
A. Having subsidized housing in my neighborhood -----	1	2	3	4	5
B. Having residents pay a tax into an affordable housing trust fund -----	1	2	3	4	5
C. Having more housing of varying densities near public transit-----	1	2	3	4	5
D. Having more housing of varying densities throughout the City -----	1	2	3	4	5

Castro Street/Downtown

Now, I'd like to ask you a few questions about visiting Downtown Mountain View.

10. In the last 12 months, have you visited the Castro Street area?

Yes ----- 1
 No ----- 2 (SKIP TO Q13)
 (DON'T READ) Don't Know/No answer ----- 3 (SKIP TO Q13)

11. How often do you visit the Castro Street area?

(DON'T READ; RECORD SINGLE RESPONSE.)

Daily ----- 1
 Several times a week----- 2
 Once a week----- 3
 Several times a month ----- 4
 Once a month ----- 5
 Once every few months----- 6
 Once a year or less ----- 7
 (DON'T READ) Don't Know/No answer ----- 8

12. For what purpose do you generally visit the Castro Street area?

(DON'T READ; RECORD ALL RESPONSES.)

Attending art and wine festivals/street fairs----- 1
 Attending events at the Center for Performing Arts----- 2
 Dining----- 3
 Shopping ----- 4
 Visiting City Hall ----- 5
 Visiting businesses/services not run by the City----- 6

Visiting the library ----- 7
 Other, specify: ----- 8
 Don't Know/No answer----- 9

(SKIP Q13)

13. Why have you not visited the Castro Street area?

(DON'T READ; RECORD ALL RESPONSES.)

Better activities/events at other Mountain View locations-- 1
 Better dining at other Mountain View locations ----- 2
 Better shopping at other Mountain View locations ----- 3
 Better activities/events at other locations outside of
 Mountain View ----- 4
 Better dining at other locations outside of Mountain View - 5
 Better shops at other locations outside of Mountain View - 6
 Inconvenient location/too far from my residence or work -- 7
 No reason to go----- 8
 No time----- 9
 Unaware of its existence/location ----- 10
 Other, please specify: ----- 11
 (DON'T READ) Don't Know/No answer ----- 12

Cuesta Park Annex

Now, I'd like to ask you a few questions about the Cuesta (QUES-TAH) Park Annex. This site is about 12.5 acres of undeveloped open space adjacent to Cuesta (QUES-TAH) Park owned by the City of Mountain View.

14. In the last 12 months, have you visited the Cuesta (QUES-TAH) Park Annex site?

Yes ----- 1
 No ----- 2 (SKIP TO Q17)
 (DON'T READ) Don't Know/No answer ----- 3 (SKIP TO Q17)

15. What activities do you engage in when you are at the site?

(DON'T READ; RECORD ALL RESPONSES.)

Walk my dog----- 1
 Walk/hike ----- 2
 Run----- 3
 Nature observation----- 4
 Other, specify: ----- 5
 Don't Know/No answer----- 6

16. How often do you visit the site?

(DON'T READ; RECORD SINGLE RESPONSE.)

Daily ----- 1
Several times a week----- 2
Once a week----- 3
Several times a month ----- 4
Once a month ----- 5
Once every few months----- 6
Once a year or less ----- 7
(DON'T READ) Don't Know/No answer ----- 8

(SKIP Q17)

17. Why have you not visited the Cuesta (QUES-TAH) Park Annex site?

(DON'T READ; RECORD ALL RESPONSES.)

Inconvenient location/too far from my residence
or work ----- 1
Not interested in outdoor recreation/activities----- 2
No time ----- 3
Unaware of its existence/location ----- 4
Visited other parks/outdoor spaces ----- 5
Other, please specify: ----- 6
(DON'T READ) Don't Know/No answer ----- 7

18. The City is in the process of developing a master plan for future use of the Cuesta (QUES-TAH) Park Annex site. I'll read you the open space and recreational uses that are being discussed. Please tell me whether you think each will be a good use of the site. Note that each proposed use is not exclusive, and the master plan for the site could include multiple uses.

Here's the (first/next) one: _____. Is this excellent, good, fair or poor use of the Cuesta (QUES-TAH) Park Annex site?

RANDOMIZE	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	(DON'T READ) DK/NA
A. Dog park-----	1	2	3	4	5
B. Athletic playing fields, for sports like soccer and softball -----	1	2	3	4	5
C. Community garden-----	1	2	3	4	5
D. Leaving site in its current undeveloped state -----	1	2	3	4	5
E. Nature trail -----	1	2	3	4	5
F. Community building for recreation programs and rentals -----	1	2	3	4	5
G. Heritage orchard-----	1	2	3	4	5
H. Extension of Cuesta (QUES-TAH) Park-----	1	2	3	4	5
I. Historic museum-----	1	2	3	4	5

Traffic Conditions and Pedestrian Safety

The next few questions have to do with traffic conditions and pedestrian safety.

19. In your opinion, what are the top traffic issues in Mountain View? Please name up to TWO.

(DON'T READ. RECORD FIRST TWO RESPONSES.)

Congestion ----- 1
Cutting through neighborhood streets----- 2
Dangerous/unsafe driving ----- 3
Red light violation ----- 4
Speeding ----- 5
Unsafe pedestrian crossings ----- 6
Other, specify: ----- 7
(DON'T READ) Don't Know/No answer ----- 8

20. I'm going to read you some potential traffic calming measures. For each, please tell me whether you think it is an effective way to reduce speeding and/or cut-through traffic on neighborhood streets.

Here is the first/next (READ FROM LIST BELOW): _____. Do you think it is an effective way to reduce speeding and cutting through neighborhood streets? (IF "YES"): Do you think it is very effective or somewhat effective?

RANDOMIZE	<u>Very Effective</u>	<u>Somewhat Effective</u>	<u>Not Effective</u>	<u>(DON'T READ) DK/NA</u>
A. Speed humps -----	1 -----	2 -----	3 -----	4 -----
B. Traffic circles -----	1 -----	2 -----	3 -----	4 -----
C. Narrow median islands* -----	1 -----	2 -----	3 -----	4 -----
D. Crosswalk flashers -----	1 -----	2 -----	3 -----	4 -----

*IF NECESSARY: NARROW MEDIAN ISLANDS ARE NOT REGULAR MEDIANS. IN ADDITION TO BEING NARROWER, NARROW MEDIAN ISLANDS DO NOT HAVE LANDSCAPING.

21. How safe is it to bike around Mountain View. Please use a scale of 1 to 4, where 1 is "not safe at all" to 4 is "very safe."

Not safe at all	Very Safe	DK/NA
1 -----	2 ----- 3 ----- 4	5

22. In your opinion, is it generally safe to walk across major intersections in Mountain View?

Yes ----- 1
No ----- 2 (SKIP TO Q24)
(DON'T READ) Don't Know/No answer ----- 3 (SKIP TO Q24)

23. At which major intersection in Mountain View do you have safety concerns with crossing the street?

(DON'T READ. RECORD ALL RESPONSES.)

El Camino (KAH-MI-NOH) Real (RAY-AL)
and Americana/Sylvan----- 1
El Camino (KAH-MI-NOH) Real (RAY-AL) and Grant ----- 2
El Camino (KAH-MI-NOH) Real (RAY-AL) and Shoreline - 3
Central Expressway and Castro/Moffett (MAH-FET)----- 4
Central Expressway and Rengstorff (RENG-S-TORF) ----- 5
Middlefield and Rengstorff (RENG-S-TORF)----- 6
San Antonio and California ----- 7
Showers and Latham (LAY-THUM)----- 8
Other, specify: ----- 9
(DON'T READ) Don't Know/No answer ----- 10

Public Transportation

24. In the last 12 months, have you used public transportation?

Yes ----- 1
No ----- 2 (SKIP TO Q27)
(DON'T READ) Don't Know/No answer ----- 3 (SKIP TO Q27)

25. Which of the following public transportation do you use?

(RECORD ALL RESPONSES.)

ROTATE RESPONSE CHOICES

Caltrain----- 1 (ASK Q26a)
VTA bus----- 2 (ASK Q26b)
VTA light rail ----- 3 (ASK Q26c)
(DON'T READ) Don't Know/No answer ----- 4

(ASK Q26a-c DEPENDING ON RESPONSE TO Q25.)

26a. How often do you use Caltrain?

(DON'T READ; RECORD SINGLE RESPONSE.)

Daily ----- 1
Several times a week----- 2
Once a week----- 3
Several times a month ----- 4
Once a month ----- 5
Once every few months----- 6
Once a year or less ----- 7
(DON'T READ) Don't Know/No answer ----- 8

26b. How often do you use VTA bus?

(DON'T READ; RECORD SINGLE RESPONSE.)

Daily ----- 1
Several times a week----- 2
Once a week----- 3
Several times a month ----- 4
Once a month ----- 5
Once every few months----- 6
Once a year or less ----- 7
(DON'T READ) Don't Know/No answer ----- 8

26c. How often do you use VTA lightrail?

(DON'T READ; RECORD SINGLE RESPONSE.)

Daily ----- 1
Several times a week----- 2
Once a week----- 3
Several times a month ----- 4
Once a month ----- 5
Once every few months----- 6
Once a year or less ----- 7
(DON'T READ) Don't Know/No answer ----- 8

(ROTATE THE NEXT SECTIONS ON "PUBLIC SAFETY AND POLICE SERVICES,"
"RECREATION" AND "EMERGENCY RESPONSE.")

Public Safety and Police Services

Next, I'd like to get your opinion on public safety and Police Services in Mountain View.

27. In your opinion, how safe is it to walk around Mountain View (READ FROM LIST BELOW):
_____. Please use a scale of 1 to 4, where 1 is "not safe at all" to 4 is "very safe."

RANDOMIZE	Not Safe at all			Very Safe	(DON'T READ) DK/NA
A. During the day -----	1 -----	2 -----	3 -----	4 -----	5
B. At night-----	1 -----	2 -----	3 -----	4 -----	5

28. I'm going to read you a list of priorities for the Mountain View Police. Please tell me whether you think it is important to you.

Here is the first/next (READ FROM LIST BELOW): _____. Is that important to you?
(IF YES): Is that very important or somewhat important?

RANDOMIZE	Very Important	Somewhat Important	Not Important	(DON'T READ) DK/NA
A. Improved response time-----	1-----	2-----	3-----	4-----
B. Gang prevention and intervention-----	1-----	2-----	3-----	4-----
C. Traffic safety enforcement-----	1-----	2-----	3-----	4-----
D. Narcotics enforcement-----	1-----	2-----	3-----	4-----
E. Crime-prevention community outreach-----	1-----	2-----	3-----	4-----
F. Officers on school campuses-----	1-----	2-----	3-----	4-----
G. Investigating high-tech crime and identity theft-----	1-----	2-----	3-----	4-----

Recreation

Next, I'd like to get your opinion on recreation in Mountain View.

29. Do you use Stevens Creek Trail for:

	Yes	No	(DON'T READ) DK/NA
A. Recreation-----	1-----	2-----	3-----
B. Commuting-----	1-----	2-----	3-----

30. How often do you use the Stevens Creek Trail?

(DON'T READ; RECORD SINGLE RESPONSE.)

Daily-----	1
Several times a week-----	2
Once a week-----	3
Several times a month-----	4
Once a month-----	5
Once every few months-----	6
Once a year or less-----	7
(DON'T READ) Don't Know/No answer-----	8

31. In the past 12 months, have you or any member of your household participated in the City Recreation Program?

Yes-----	1 (SKIP TO Q33)
No-----	2
(DON'T READ) Don't Know/No answer-----	3

32. Why have you not participated in the program?

(DON'T READ. RECORD ALL.)

Inadequate facilities----- 1
Inconvenient times ----- 2
Lack of activities/programs of interest to me ----- 3
Need childcare to participate ----- 4
Not aware of program offerings----- 5
Too expensive----- 6
Use private club's programs ----- 7
Other, specify: ----- 8
(DON'T READ) Don't Know/No answer ----- 9

33. If the City were to expand its recreation programming, what purpose should the new offerings serve? Please name up to TWO.

(DON'T READ. RECORD FIRST TWO RESPONSES.)

Youth programs/services ----- 1
Improving general health/wellness ----- 2
Learning/developing a new skill ----- 3
Offering quality time for families ----- 4
Offering social opportunities for friends/peers ----- 5
Promoting stewardship/volunteerism ----- 6
Supporting senior wellness ----- 7
Other, specify: ----- 8
(DON'T READ) Don't Know/No answer ----- 9

Emergency Response

34. How can the City of Mountain View provide you with information to help you prepare for an emergency?

(DON'T READ; RECORD ALL RESPONSES.)

Community education/information sessions----- 1
Including information in The View ----- 2
Mailing information pamphlets ----- 3
Posting information on City website ----- 4
Special program on City Channel 26 or KMVT 15 - 5
Other, specify: ----- 6
(DON'T READ) Don't Know/No answer ----- 7

Willingness to Pay for Services

35. Earlier in the survey, I asked you about the importance of having weekly recycling service. If you heard that the service fee would be (READ FIRST ITEM AND CONTINUE IN SEQUENCE): _____, would you be willing to pay for this weekly recycling service? (GET ANSWER, THEN ASK): Is that definitely (yes/no) or probably (yes/no)? (READ IN SEQUENCE UNTIL ALL ITEMS ARE READ. IF RESPONDENTS SAYS 'DEFINITELY YES', RECORD 'DEFINITELY YES' FOR ALL OTHER LOWER RATE(S) AND CONTINUE TO QA.)

	Definitely <u>Yes</u>	Probably <u>Yes</u>	Probably <u>No</u>	Definitely <u>No</u>	(DON'T READ) <u>DK/NA</u>
A. \$5 dollars per month -----	1	2	3	4	5
B. \$3 dollars per month -----	1	2	3	4	5
C. \$1 dollar per month -----	1	2	3	4	5

36. Switching to improving public transportation, if you heard that the local sales tax would be increased by a half cent to (READ FROM LIST BELOW): _____, would you support this public transportation improvement? (GET ANSWER, THEN ASK): Is that definitely (yes/no) or probably (yes/no)?

	Definitely <u>Yes</u>	Probably <u>Yes</u>	Probably <u>No</u>	Definitely <u>No</u>	(DON'T READ) <u>DK/NA</u>
A. Extend BART to San Jose -----	1	2	3	4	5
B. Improve Caltrain service -----	1	2	3	4	5

The survey is almost complete!
We just have a few background questions for comparison purposes.

A. Do you own or rent your place of residence?

Own ----- 1
Rent ----- 2
Other ----- 3

B. Which of the following best describes your working status?

Full-time ----- 1
Part-time ----- 2
Self-employed ----- 3
Unemployed ----- 4
Homemaker ----- 5
Retired ----- 6
Student ----- 7
(DON'T READ) Refused/prefer not to say ----- 8

C. What is your age? (DON'T READ CHOICES.)

17 to 24 -----	1
25 to 29 -----	2
30 to 34 -----	3
35 to 39 -----	4
40 to 44 -----	5
45 to 49 -----	6
50 to 54 -----	7
55 to 59 -----	8
60 to 64 -----	9
65 to 69 -----	10
70 to 74 -----	11
75 to 79 -----	12
80 to 84 -----	13
85 to 89 -----	14
90 and over -----	15
DK/NA -----	16
Refused -----	17

D. How many children under the age of 17 are living at your home? (DON'T READ CHOICES.)

One -----	1
Two -----	2
Three -----	3
Four or More -----	4
None -----	5
DK/NA -----	6

E. I am going to read some income categories. Please stop me when I reach the category that best describes your **total** household income before taxes in 2005.

Under \$20,000 -----	1
\$20,000 to less than \$40,000 -----	2
\$40,000 to less than \$60,000 -----	3
\$60,000 to less than \$80,000 -----	4
\$80,000 to less than \$100,000 -----	5
\$100,000 to less than \$120,000 -----	6
\$120,000 or more -----	7
(DON'T READ) DK/NA -----	8
(DON'T READ) Refused/Prefer not to say -----	9

F. What is the last grade or level you completed in school? (DON'T READ CHOICES.)

Elementary (8 or fewer years) -----	1
Some high school (9 to 11 years) -----	2
High school graduate (12 years) -----	3
Technical/vocational school -----	4
Some college -----	5
College graduate -----	6
Some graduate school -----	7

Graduate, professional, doctorate degree
(DDS, JD, LLM, MA/MS, MBA, MD, Ph.D.) ----- 8
DK/NA ----- 9

G. What ethnic group do you consider yourself a part of or identify with? (ALLOW MULTIPLE RESPONSES.)

African-American/Black ----- 1
Asian-American ----- 2
Caucasian/White ----- 3
Filipino ----- 4
Latino(a)/Hispanic ----- 5
Pacific Islander ----- 6
Other ----- 7
(DON'T READ) DK/NA ----- 8

Thank you very much for your time and input!